



Dear Fly Fishing Enthusiasts

Now's the time!! Pick a windless day, sleep in, and show up at the river around noon; have your DFI winter pack, and start head hunting. Then get above the feeding fish, identify the midge or BWO that they're eating, and serve it to a nose. If you've never had this experience, NOW IS THE TIME!! Dress warm, and do something crazy, like dry fly fish in December. It could be the most exciting dry fly excursion of your lifetime: big fish, tiny flies, and explosive action. You have got to try this.



It's hard to believe that Christmas is upon us when it seems like we were just casting a big fat hopper, but here we are. This might be the perfect time to really prepare you for this coming year. DFI is here to help with our "12 Days of Christmas" sale when everything in our inventory will be discounted.



At Dry Fly Innovations we never quit creating, tying, or in some way try to make your fishing experiences successful. We are in testing some awesome new dry fly patterns. We're cutting new video to give you insight on fishing techniques and learning experiences. We are also preparing for our upcoming show presentations, seminars, and fly tying exhibits, but it's all about one thing: sharing the experience of dry fly fishing and the desire for you to see a big fish eat your bug at the surface. We are addicted to that experience, and we would like you to share in our bad habits.

2011 has been a fantastic year for Dry Fly Innovations, THANKS TO YOU! We have thoroughly enjoyed your fishing success stories, your challenging questions, your desire to become a better dry fly fishing enthusiast, and most of all, we're honored to serve such a wonderful group of people. We would like to extend our appreciation by wishing you and your family a most wonderful Christmas, a Happy New Year, and 2012 being the most fantastic dry fly fishing year of your life!



Fly of the Month:
Caddisfly

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Christmas is Coming

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12 Days of Christmas
Sale

Page 3

12 Days of Christmas
Sale

12 DAYS OF CHRISTMAS SALE

December 5 – December 16



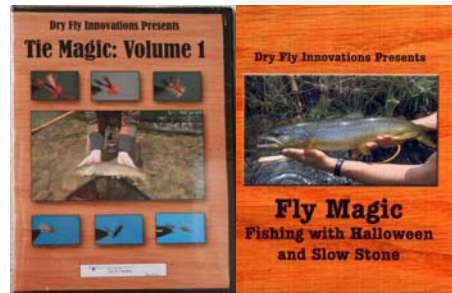
On the **First Day of Christmas** my true love gave to me: The best Caddis patterns on the market from DFI. **On December 5, 10%** off all caddis patterns in the DFI catalog.



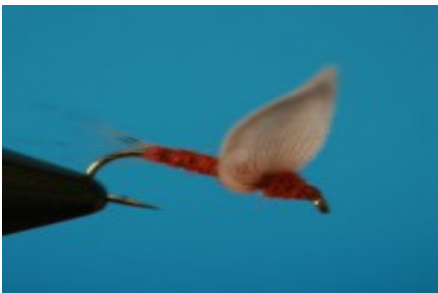
On the **Second Day of Christmas** my true love gave to me: Emergers that catch fish like a gill net. On **December 6, 10%** off all emerger patterns found in the DFI catalog.



On the **Third Day of Christmas** my true love gave to me: Humpilators from DFI. **December 7** is Humpy Wednesday. All Humpilator patterns are **10%** off. This is one of the greatest stimulator-type patterns on the market, with a perfect hook-down and wing-up on every cast. With sizes #16 - #10, these patterns will hook you fish. You will be covered for whatever species of trout you want to pursue!



On the **Fourth Day of Christmas** my true love gave to me: A bunch of hours of dry fly excitement. On **December 8**, we are offering all Fly Magic and Tie Magic at **25%** off. Take advantage of huge savings on some great insights, fly tying, and beautiful fish being caught. All videos have wonderful music written by Nathan Brumley and feature fish music videos. We have never had our videos this low, so don't miss out on some Tie/ Fly Magic!



On the **Fifth Day of Christmas** my true love gave to me: No, not 5 golden rings but mayflies! Hands down, the best mayfly selection of patterns on the market from DFI. **December 9, 10%** off all Single Upright Wing, No Hackle, Searcher, and Parachute patterns. If you need to match a hatch anywhere, rest assured DFI will have the pattern, color, and size you will need to chase a hatch!



On the **Sixth Day of Christmas** my true love gave to me: A complete dry fly fishing system from DFI. On **December 10, 10%** off all empty boxes, custom boxes, and custom destination boxes. Why visit the fly shop every trip you go on when you can have every fly you will need for whatever season you fish conveniently found in a DFI custom box?



On the **Seventh Day of Christmas** my true love gave to me: Stimulators, stimulators, and more stimulators from your friends at DFI. On **December 11, 10%** off all Stimulator patterns in our catalog. We have been fishing DFI stimulators for about 18 years now, and you will not find a more diverse group of flies that will fish at all elevations, rivers, streams, and lakes. Don't start your season without some them; it could be a lackluster spring without them!!!



On the **Eighth Day of Christmas** my true love gave to me: Late Fall and Winter magical flies. On **December 12, 10%** off all Midge patterns found in our catalog. If you are a serious dry fly fishing enthusiast in colder climates, these patterns will put some serious trout in your net.



On the **Ninth Day of Christmas** my true love gave to me: Umpqua Tippets, Leaders, Bugfloat, and Bugometer from DFI. On **December 13, 15%** off all fishing accessories, Umpqua leaders and tippets are the finest leaders on the market with no line memory and very supple. The Bugometer would be a great stocking stuffer for anyone who enjoys fly fishing. Get geared right next season with fly fishing accessories from Dry Fly Innovations.



On the **Tenth Day of Christmas** my true love gave to me: Some fantastic stoneflies from DFI. On **December 14, 10%** off all patterns found in our stonefly catalog. This includes the Joe's Stone, Joe's Tiger Stone, Slow Stone, and every other stone in between. These patterns are devastating over rainbows, browns, cutts, and hybrids. Take these flies to any salmon fly hatch around the world and just watch your catch ratio go through the roof. They have been tested over the smartest fish in the west with tremendous success!



On the **Eleventh Day of Christmas** my true love gave to me: Ants and Friends that are the most deadly terrestrial patterns out there. On **December 15**, take **10%** off all Ant and Friend patterns including Bullet Head Hoppers, Black Ants, and Beetle Bugs. Tired of buying Terrestrials that fall apart after three casts; no worries DFI has you covered. These patterns were designed for rugged use for cutthroats, rainbows, brownies, and more!



On the **Twelfth Day of Christmas** my true love gave to me: Fly tying DVD's found inside DFI's fly tying library. On **December 16, 35%** off every single pattern that is found in our library. From Upright Wing Mayflies to Bullet Head Hoppers all DVD's are on sale. If you are looking for some new patterns to add to your repertoire, look no further—we have the tie and the recipe.